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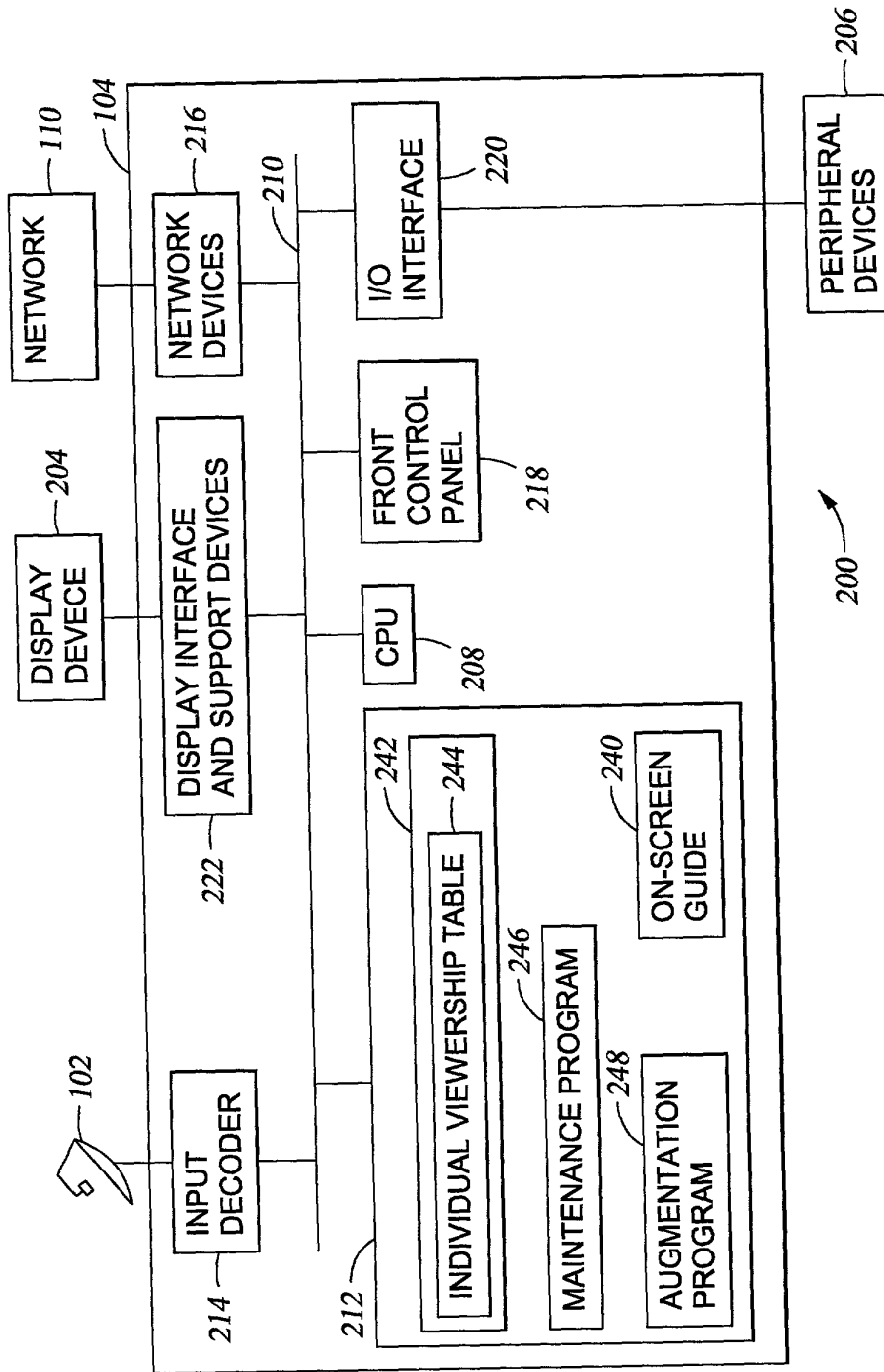


Fig. 2

VIEWERSHIP TABLE

300

302	304	306A	306B	306C	306D	306E	308
CHANNEL	INTEREST LEVEL	COUNT 1	COUNT 2	COUNT 3	COUNT 4	COUNT 5	INFORMATION

Fig. 3

INDIVIDUAL VIEWERSHIP TABLE

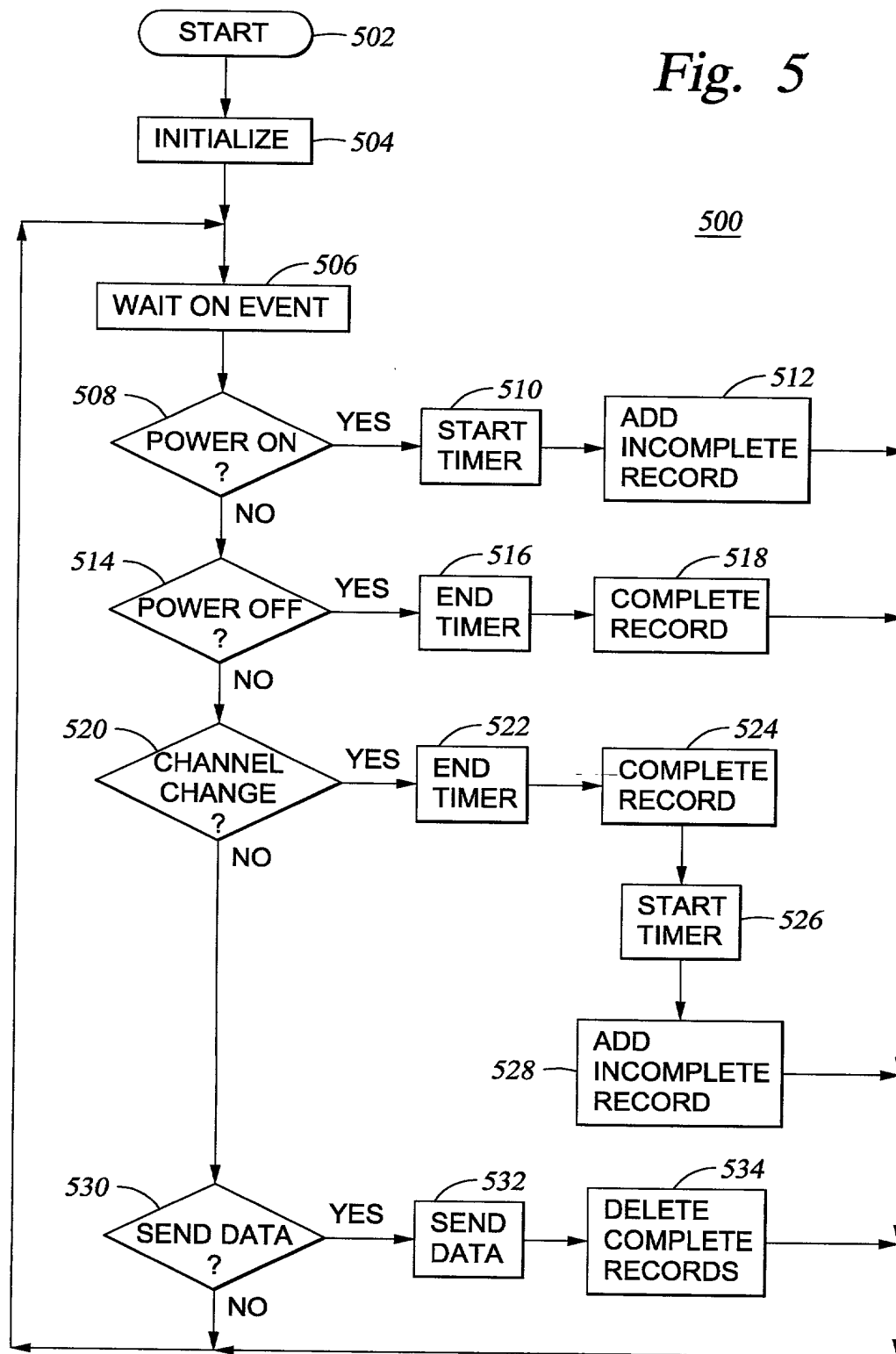
400

402	404	406	408	410	412	414	416
CHANNEL	START TIME	STOP TIME	DURATION	LOCATION	INFORMATION	GROUP ID	ANONYMOUS FLAG

Fig. 4

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Fig. 5



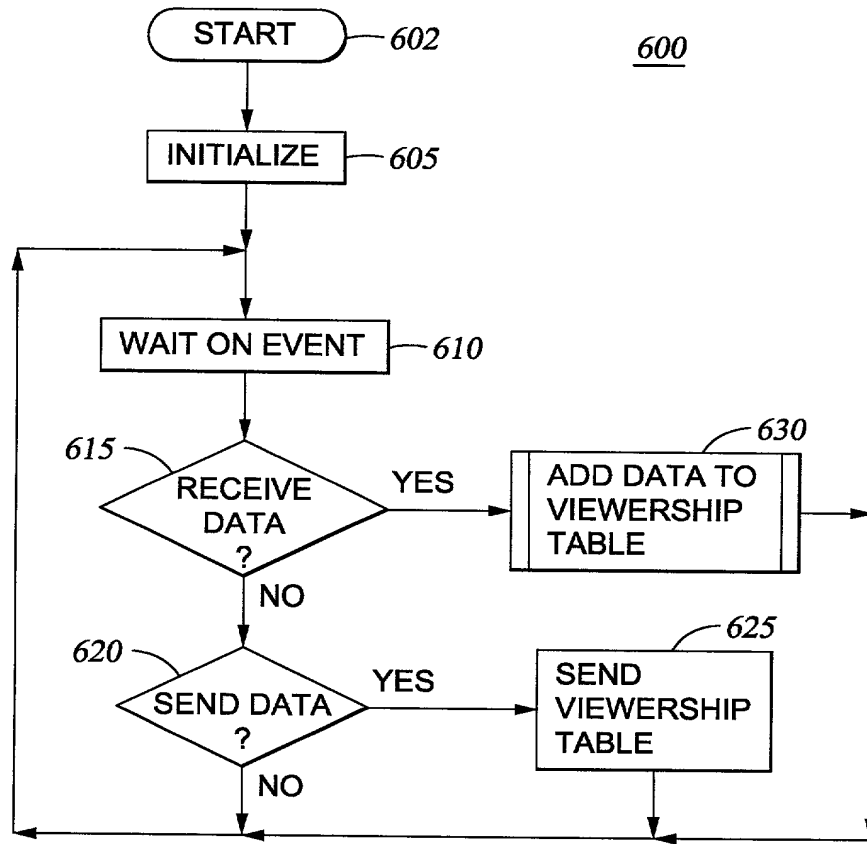


Fig. 6

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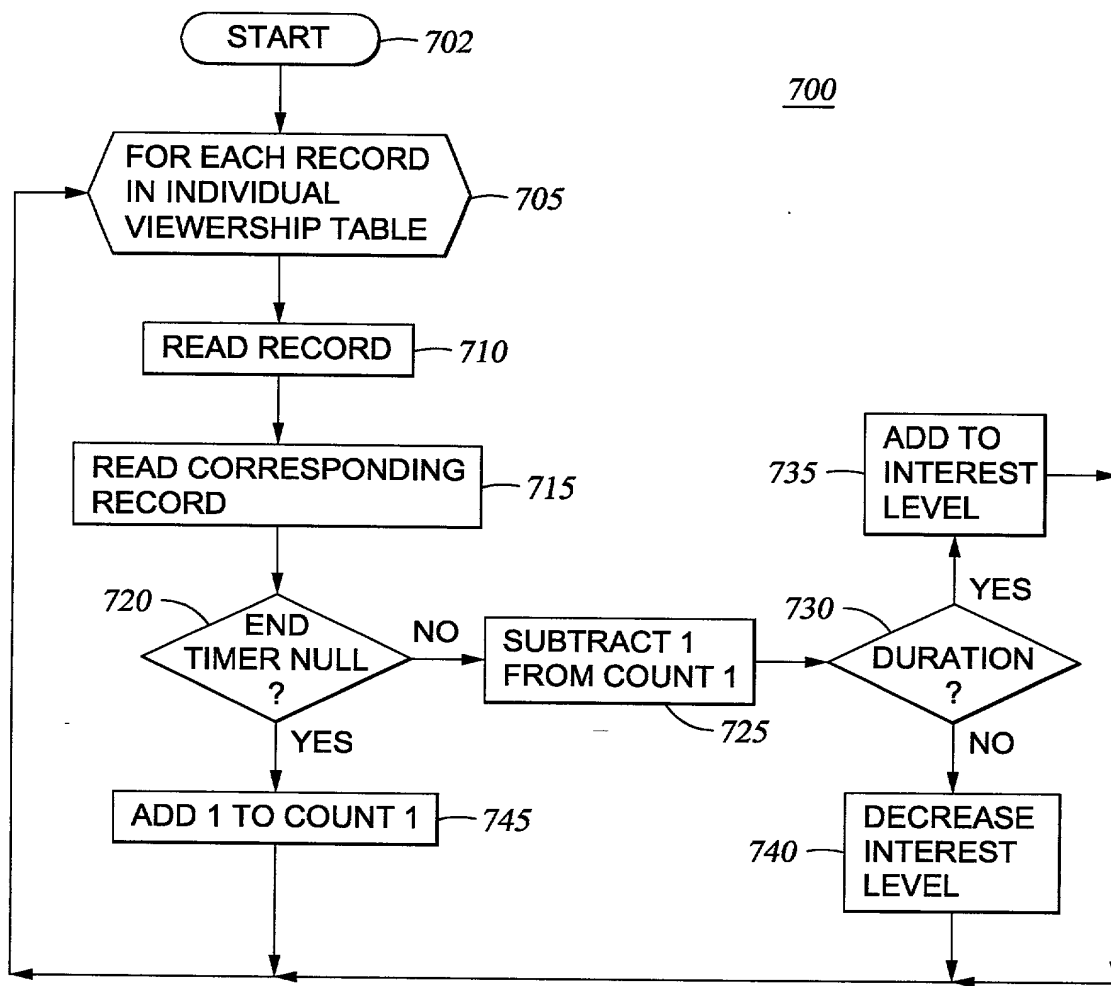
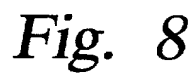


Fig. 7



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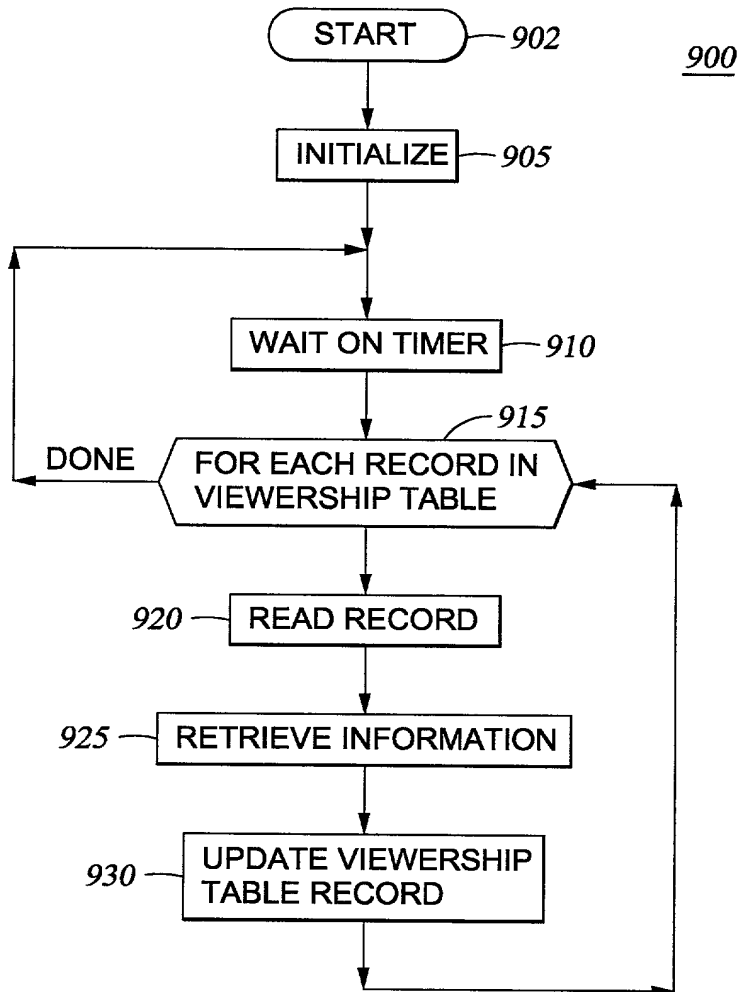


Fig. 9

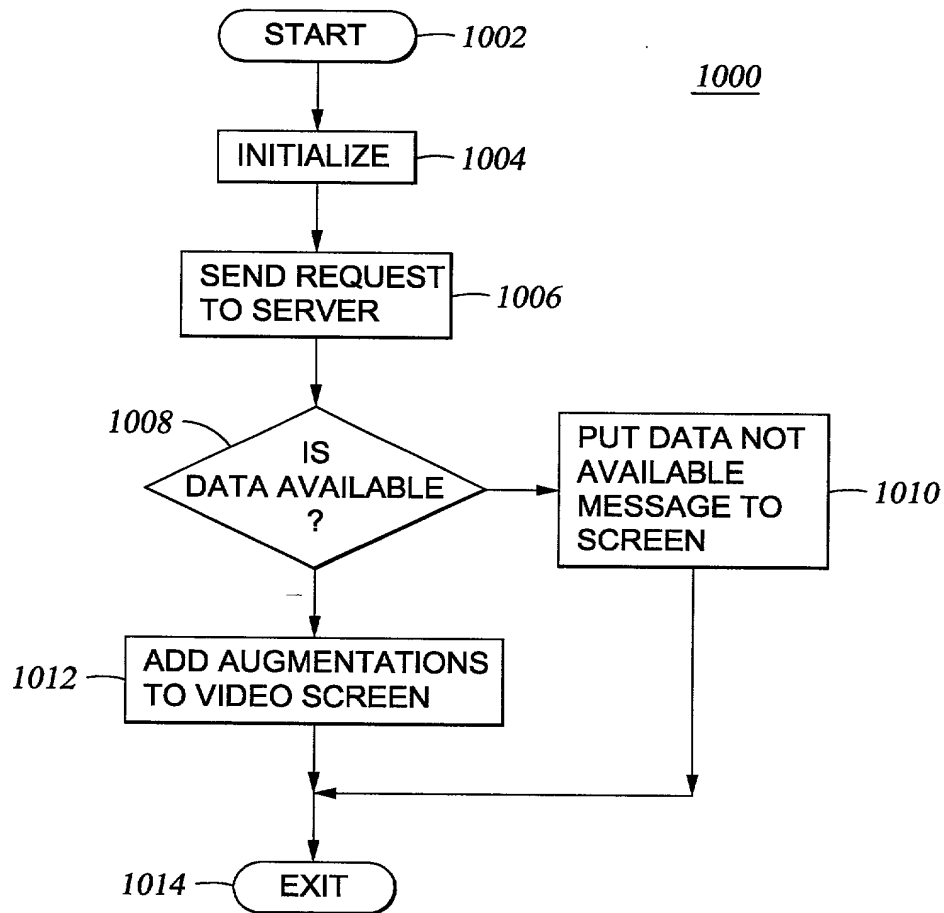


Fig. 10

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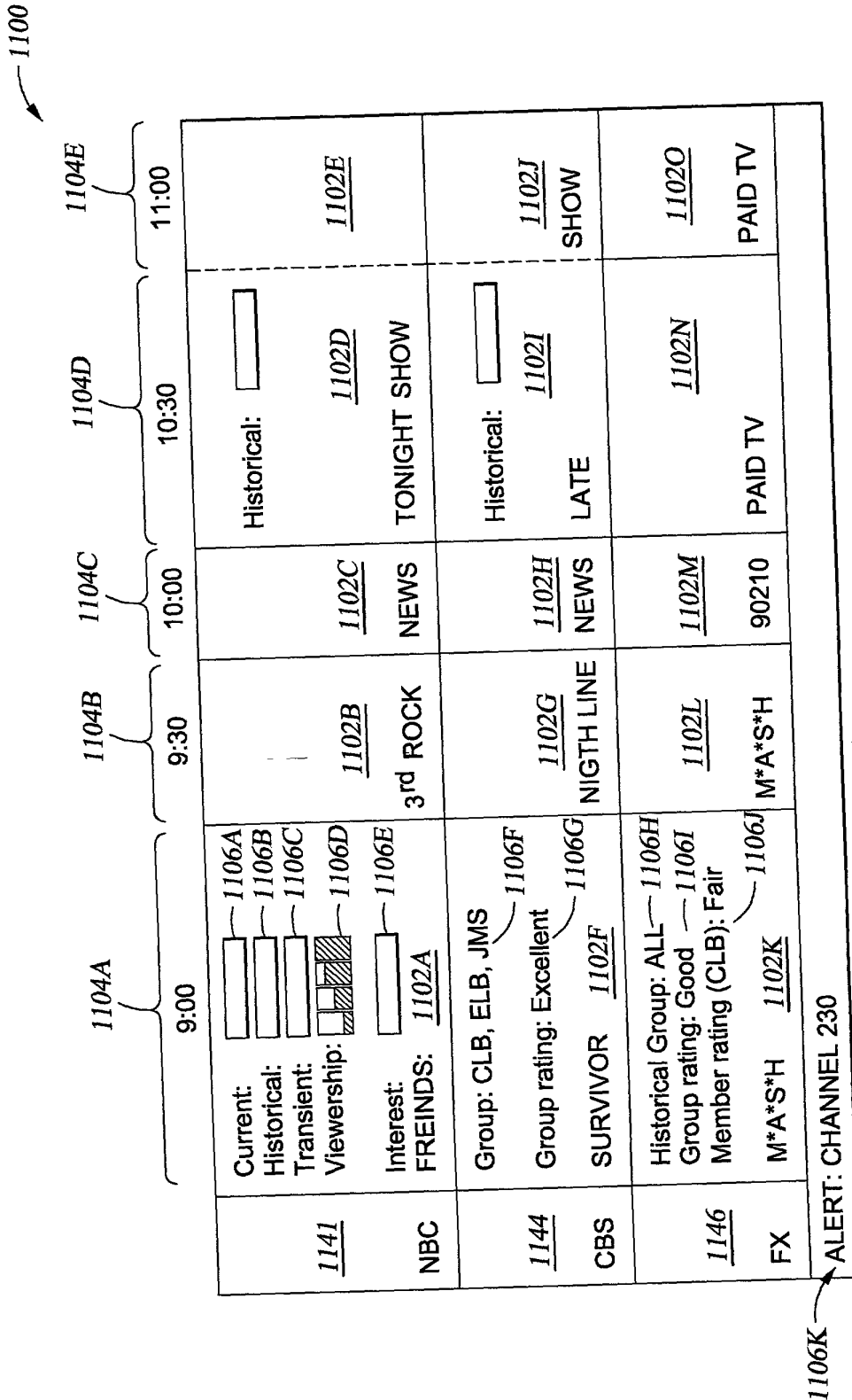


Fig. 11